



**Town of Hilton Head Island  
Community Services Committee Meeting**

**April 28, 2015**

**9:00a.m.**

**BENJAMIN M. RACUSIN COUNCIL CHAMBERS**

***AGENDA***

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As a Courtesy to Others Please Turn Off/Silence All Mobile Devices During  
the Town Meeting

- 1) Call to Order**
- 2) FOIA Compliance** Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3) Approval of Minutes** – April 13, 2015 Workshop & April 13, 2015 Regular Meeting
- 4) Unfinished Business**  
none
- 5) New Business**
  - a. Arts and Cultural Strategic Planning Committee schedule:
    - i. Deadline to accept membership applications
    - ii. Timeframe for approval and appointment
  - b. Discussion on Scope of Work (topic questions) for Arts and Cultural Strategic Planning Committee, and possible further additions.
- 6) Adjournment**

Please note that a quorum of Town Council may result if a majority of their  
members attend this meeting.

**TOWN OF HILTON HEAD ISLAND**  
**Community Services Committee Workshop**  
**April 13, 2015 at 8:30a.m.**  
**Conference Room # 3**

**DRAFT**

Members Present: Chairman Kim Likins and Lee Edwards

Members Absent: Marc Grant

Town Council Present: Mayor Pro Tem Bill Harkins

Town Staff Present: Jill Foster, *Deputy Director of Community Development*  
Kathleen Carlin, *Administrative Assistant*

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**1. Call to Order**

Chairman Likins called the workshop to order at 8:30a.m.

**2. Freedom of Information Act Compliance**

Public notification of this workshop has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of the Agenda**

Chairman Likins requested that the agenda be revised to include approval of the minutes of the workshop held on March 24, 2015. Mr. Edwards made the **motion** to revise the agenda to include approval of the March 24<sup>th</sup> workshop minutes. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-0. The agenda was **approved** as revised.

**4. Approval of the Minutes**

Mr. Edwards made a **motion** to **approve** the minutes of the March 24, 2015 workshop as revised. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-0.

**5. New Business**

**Discussion of the Mission Statement, the Goal and the Objectives for the Hilton Head Island Arts and Cultural Initiative**

Chairman Likins stated that since the March 24<sup>th</sup> committee meeting she has been working with Ms. Jill Foster to track the group's discussion and next steps. Chairman Likins and Ms. Foster have worked to define a mission statement for the Hilton Head Island Arts and Cultural Initiative. The mission statement is:

*"To promote the advancement of Hilton Head Island as a rich and diverse arts and cultural destination that enriches the lives of our residents and guests."*

Chairman Likins stated that the mission statement includes input provided by the Arts and Cultural groups at prior meetings. Chairman Likins, Mr. Edwards and Ms. Foster discussed the idea of adding 'Performing Arts' to the mission statement. The committee agreed that we should say "in supporting the Arts and Cultural organizations."

Mayor Pro Tem Harkins provided comments with regard to the content of the mission statement. Mayor Pro Tem Harkins stated that he believes Town Council is looking for the committee to help develop a sustainable model for the Hilton Head Island Arts and Cultural Committee.

Chairman Likins stated that the mission statement should answer the question, 'What is the end game?' What does the committee want to accomplish? Chairman Likins stated that the end game should be a way for the Town to support a rich and diverse arts and cultural destination that enriches the lives of our residents and guests. Mayor Pro Tem Harkins also presented statements regarding sustainability.

Following the committee's comments on the mission statement, the committee discussed the goals and objectives that will be necessary in determining the role that the Town and other entities will play. Chairman Likins stated that there are many other local entities that are available (i.e. USCB, SCAD, Technical College of the Lowcountry, etc.) Chairman Likins stated that in talking with these organizations, they all seem to have a role to play in promoting a rich and diverse arts and cultural destination in our community. The committee agreed that the sub-committee should look to these organizations for their input.

Chairman Likins presented statements in support of including an intellectual component (i.e. The World Affairs Council and the Lifelong Learning Organization). The committee discussed the Economic Impact of the Arts and Cultural Council. The committee agreed that the subcommittee should help determine this goal.

Chairman Likins and Mr. Edwards then discussed the list of objectives and decided that the top four objectives are the most attainable. The committee stated that the last two objectives should be taken off of the table (i.e. the Facilities Objective; and (2) the Programing Objective.) The committee will focus on the first four objectives which are: (1) the Economic Impact Objective; (2) the Collaborative Objective; (3) the Future Arts Community Objective; and (4) the Financial Objective.

Chairman Likins stated that the committee will meet in Council Chambers at 9:00a.m. for their regular meeting. The committee will share the ideas discussed at this morning's workshop at the meeting. The committee will invite public comments on the mission statement, the goal, and the recommended objectives. Chairman Likins then requested that a motion to adjourn the meeting be made.

Mr. Edwards made a **motion** to **adjourn** the meeting. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-0.

6)

**Adjournment**

The workshop was adjourned at 8:55a.m.

Submitted by:

Approved by:

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Kathleen Carlin  
Administrative Assistant

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Kim Likins  
Chairman

DRAFT

**TOWN OF HILTON HEAD ISLAND**  
**Community Services Committee Meeting**  
**Monday, April 13, 2015 at 9:00a.m**  
**Benjamin M. Racusin Council Chambers**

**DRAFT**

Members Present: Chairman Kim Likins, Lee Edwards and Marc Grant (9:40a.m arrival)

Members Absent: None

Town Council Present: Mayor Pro Tem Bill Harkins

Town Staff Present: Jill Foster, *Deputy Director, Community Development*  
Brian Hulbert, *Staff Attorney*  
Kathleen Carlin, *Administrative Assistant*

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**1. Call to Order**

Chairman Likins called the meeting to order at 9:00a.m.

**2. Freedom of Information Act Compliance**

Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of Minutes**

Mr. Edwards made a **motion** to **approve** the minutes of the March 24, 2015 meeting as submitted. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-0.

**4. Unfinished Business**

None

**5. New Business**

**Discussion of the Mission Statement, the Goal, and the Objectives for the Hilton Head Island Arts and Cultural Initiative**

Chairman Likins stated that the committee held an organizational workshop meeting this morning at 8:30a.m. The committee reviewed the Town of Hilton Head Island Arts and Cultural mission statement, the goal, and the objectives. As a result, the committee is recommending that a couple of changes be made to the list of objectives. The committee stated the need to focus on attainable objectives as the reason for making these changes. Chairman Likins stated that the changes will be reviewed today and the committee will invite public comments on them.

Chairman Likins stated that the committee would like to form a sub-committee of individuals from the community to represent the Arts and Cultural Initiative. Some of the sub-committee members will have an arts and cultural background while other sub-committee members will

bring other skill sets (including a passion for the arts) which will benefit the committee in accomplishing their goals and objectives. Chairman Likins stated that the formation of the sub-committee will represent Part II of the mission and will follow the committee's work on the mission statement, the goal and the objectives. Chairman Likins stated that the committee is recommending the mission statement:

#### Town of Hilton Head Island Arts and Cultural Mission Statement

“To support the advancement of Hilton Head Island as a rich and diverse arts and cultural destination that enriches the lives of our residents and guests.”

Chairman Likins stated that the mission statement includes comments provided by the public at prior meetings. Chairman Likins requested public comments on the mission statement and the following were received:

- 1) Ms. Kathi Bateson, representative of The Arts and Cultural Council, presented general comments regarding the content of the Mission Statement.
- 2) Mr. Terry Heron presented general comments in support of the Mission Statement.

Chairman Likins thanked the public for their input and moved to a discussion of the goal and the objectives. Once the goal and the objectives are solidified they will be forwarded to Town Council for their approval. Chairman Likins stated that as a result of previous discussions, the language of the goal has changed a bit. The committee recommends the following language:

#### Town of Hilton Head Island Arts and Cultural Goal

“Determine the role of Town Government and Other Entities in supporting the Arts and Cultural Organizations.”

The committee stated that ‘other entities’ was added to the goal because the committee would like to be sure to include entities including USCB, The Technical College of the Lowcountry, SCAD, and the Chamber of Commerce that can help the Town meet their goals and objectives. Chairman Likins requested public comments on the goal and the following were received:

- 1) Ms. Jane Joseph recommended that the language for the goal be made broad enough to support other types of organizations such as festivals and one-time events.
- 2) Mr. Terry Heron recommended that the committee consider a bigger initiative in the future. Mr. Heron recommended the consideration of a coalition with Bluffton or with other local communities.

Chairman Likins thanked the public for their input. Chairman Likins then presented a brief background on the six objectives. The committee stated that they have discussed the list of

objectives and believe that the first four objectives are the most achievable. The first four objectives are:

- a) Economic Impact Objective: Determine whether the economic impact of the Arts and Cultural organizations is large enough for the Town or other entities to increase support through various methods.
- b) Collaborative Objective: Determine if the Town or other entities should play a role in furthering the collaborative efforts of the Arts and Cultural organizations.
- c) Future Arts Community Objective: Determine what the Arts community would look like in the future (2030) to be as self-sustaining as possible.
- d) Financial Objective: Determine if the Town or other entities should financially support the Arts and Cultural initiative and in what areas (facilities, programming or collaboration); and if so, how (method, distribution, amount, etc.)

The committee agreed that the last two objectives on the list (the Facilities Objective and the Programming Objective) should be removed because they are not as attainable and should not be the primary focus.

Chairman Likins stated that there are questions related to the four recommended objectives. For example, under the Collaborative Objective, what techniques can be done by the Town to assist in the collaboration efforts of the Arts and Cultural organizations? (i.e. marketing, publicity, etc.)

Would the Arts organizations and the Town benefit from the creation of an Arts Commission? If so, what would they do? Who would be responsible for its organization and operation? What about the creation of an Office of Cultural Affairs? If created, what would they do? Who would be responsible for its organization and operation? Would the Arts organizations and the Town benefit from a partnership with a university? If so, how would the relationship work? Chairman Likins stated that these are the types of questions that will be before the sub-committee.

The committee then discussed the timing and the formation of the sub-committee as well as the methodology that will be used. Chairman Likins stated that she has worked on a tentative timing schedule with Ms. Jill Foster. Chairman Likins stated that the committee would like to have Town Council approve the mission statement, the goal and the recommended objectives no later than Town Council's May 5<sup>th</sup> meeting.

Mr. Edwards asked if the committee can present the mission statement, the goal and the recommended objectives to Town Council and have them approved the same day. Brian Hulbert, Staff Attorney, stated that these types of presentations have traditionally been made to Town Council for their review first and then approved at a later time. Mr. Hulbert stated that the Mayor will need to approve any deviation from this procedure.

Chairman Likins then requested public comments on the list of objectives and the following were received:

- 1) Mr. Terry Heron recommended that the committee support the historical, cultural, and eco-related aspects of the island. Eco-tourism, education and experiences should be included in redefining the island as a destination.
- 2) Ms. Kathi Bateson, representative of The Arts and Cultural Council, presented statements in overall support of the objectives. Ms. Bateson recommended that the committee keep the Facilities Objective on the list.

At the completion of public comments on the objectives, Chairman Likins requested that a motion be made on the mission statement, the goal, and the four objectives.

Mr. Edwards made a **motion** to forward the Mission Statement as presented, the Goal as modified, and the top four Objectives to Town Council with a recommendation of **approval**. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

The committee then moved to a discussion of the sub-committee. The committee needs to consider how the sub-committee will be formed. The committee discussed the application process for sub-committee members. Some of the larger arts organizations will probably want to be represented. The committee will also want to speak to some of the smaller organizations.

Mr. Grant recommended that the committee interview the members and appoint a chair and vice chair. The chair and vice chair can be given the authority to appoint the remaining sub-committee members. The Community Services Committee can oversee the process. Chairman Likins stated that she believes that the sub-committee appointments are too important to turn over to just two individuals.

Mr. Edwards recommended that the committee consider soliciting applications from interested individuals and then, as a committee, select the members for the sub-committee. The new sub-committee can select their chairperson. The committee stated that seven or nine members should make up the sub-committee. The public will be encouraged to participate in public hearings and CSC members should attend as many meetings as possible.

The committee agreed that representatives from the following three organizations are recommended: (1) The Hilton Head Symphony Orchestra; (2) The Hilton Head Arts Center; and (3) The Hilton Head Art League.

Chairman Likins stated that she would also like to see someone from the “X or Y” generation on the sub-committee. It would be helpful to have a young person’s perspective on the importance of the arts. The committee stated that diversity will be very important. Membership should ideally include a representative of the Native Islander community and a representative of the Latino community. The projected timeframe is 4 – 6 months.



Following final comments, Chairman Likins requested that a motion be made for the formation of the sub-committee based on the recommendations and time constraints discussed today.

Mr. Edwards made a **motion** to recommend the formation of a sub-committee to be approved by Town Council. The sub-committee should be made up of seven to nine members. Diversity in membership will be important. The committee recommends representation from the following groups: (1) The Hilton Head Symphony Orchestra; (2) The Hilton Head Arts Center; (3) The Hilton Head Art League; (4) a young member of the “X or Y” generation; (5) a member of the Native Islander community; and (7) a member of the Latino community. The projected timeframe is four to six months. Mr. Grant **seconded** the motion and the motion **passed** with a vote of 3-0-0.

Chairman Likins then requested a motion for adjournment. Mr. Edwards made a **motion** to adjourn the meeting. Mr. Grant **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**5) Adjournment**

The meeting was adjourned at 9:55a.m.

Submitted by:

Approved by:

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Kathleen Carlin  
Administrative Assistant

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Kim Likins  
Chairman

# *Arts and Cultural Strategic Planning Committee*

## *Scope of Work*

### ***Town Arts and Cultural Mission Statement***

***To support the advancement of Hilton Head Island as a rich and diverse arts and cultural destination that enriches the lives of our residents and guests.***

***Goal: Determine the role of Town Government and other entities in supporting the Island's Arts and Cultural Organizations.***

### **Objectives**

***Economic Impact Objective: Determine whether the economic impact of the Arts and Cultural organizations is large enough for the Town or other entities to increase support through various methods.***

- What is the economic impact of the arts and culture to the Island?
- What are the best means for the town to financially nurture the Island's arts and cultural environment?
- If the Island's residents financially support the arts and cultural organizations through tax dollars how can their ROI be determined? By what means and to what extent should such support occur?
- If the town decided to continue to only fund the arts and cultural organizations through existing ATAX funds what would be the negative consequences and / or lost opportunities?

***Collaboration Objective: Determine if the Town or other entities should play a role in furthering the collaborative efforts of the Arts and Cultural organizations.***

- Evaluate current collaborative efforts of the Island's arts and cultural organizations and make recommendations for enhancement and growth of these opportunities both locally and regionally.
- How can the town best support the arts and cultural collaboration efforts?
- Would the arts and cultural organizations along with the Island at large benefit from the creation of an Arts and Cultural Commission? If so, what would be its primary mission, who would it report to and how would the organization best operate?
- Would the arts and cultural organizations along with the Island at large benefit from the creation of an Office of Cultural Affairs? If so, what would be its primary mission, who would it report to and how would the organization best operate?
- Would it be beneficial if the town's designated marketing organization created and administered a coordinated marketing plan to support the mission of HHI becoming an Arts and Cultural Destination?
- How could the town partner with local and regional educational institutions (USBC, TCL, and SCAD) to support the Island's arts and cultural mission?

***Future Arts Community Objective: Determine what the Arts and Cultural community would look like in the future (2030) to be as self-sustaining as possible.***

- How will arts and cultural programming change over the next 15 years?
- What types of art and cultural programming will future x and y generations most likely embrace?
- Is there a need to provide types of programming other than what the Island's arts and cultural organizations currently offer? If so, what programming should be added?
- How should current Island arts and cultural programming be changed or enhanced to meet future demands?
- Is there specific programming that the town should create, fund and / or oversee to help achieve the arts and cultural mission? (Such as new initiatives, special events, etc.)

***Financing Objective: Determine if the Town or other entities should financially support the Arts and Cultural Initiative and in what areas (facilities, programming, or collaboration); and if so, how (method, distribution, amount, etc.).***

- What is the town's financial threshold available to support the arts and cultural mission?
- What funding sources can be used to support the arts and cultural mission?
- How financially self-sustaining should the arts and cultural organizations be?
- How are arts and cultural organizations funded in other towns (government funds, university support, endowment, special taxes, etc.)? What specifically does each funding source support (facilities, programming, marketing, etc.)?
- In what areas (facility, operations, marketing, grants, etc.) does it make the most sense for the town to financially support the arts and cultural organizations?

***Expectations:***

1. Monthly update reports will be provided to the Community Services Committee.
2. Presentations to the Community Services Committee will be made upon request.
3. A final report will be provided to the Community Services Committee upon completion of the sub-committee's defined objectives.
4. The sub-committee's work will be completed in the timeframe determined by the Community Services Committee.

***Final Report:***

1. There should be a section of the report making recommendations for each of the defined objectives.
2. The final section of the report should indicate the resolution to the Goal: The role of Town Government and other entities in supporting the arts and cultural organizations.

***General Information:***

1. Discussion should include both profit and non-profit arts and cultural organizations.
2. The issue of performing venues should be discussed only within the context of the objectives. The CSC is not seeking information specific to facility usage, programming, design or funding.
3. The sub-committee should be knowledgeable of the work taking place by the Heritage Tourism Task Force and work in concert with these efforts.
4. If the sub-committee determines a need for a consultant this request must be formally presented to the CSC and may or may not be approved based on funding.
5. If the sub-committee finds certain issues arise that merit consideration but do not fall within the defined objectives, they should document them and request direction from the CSC. If they feel certain issues should be addressed at a future time they should be documented and so noted in the final report.